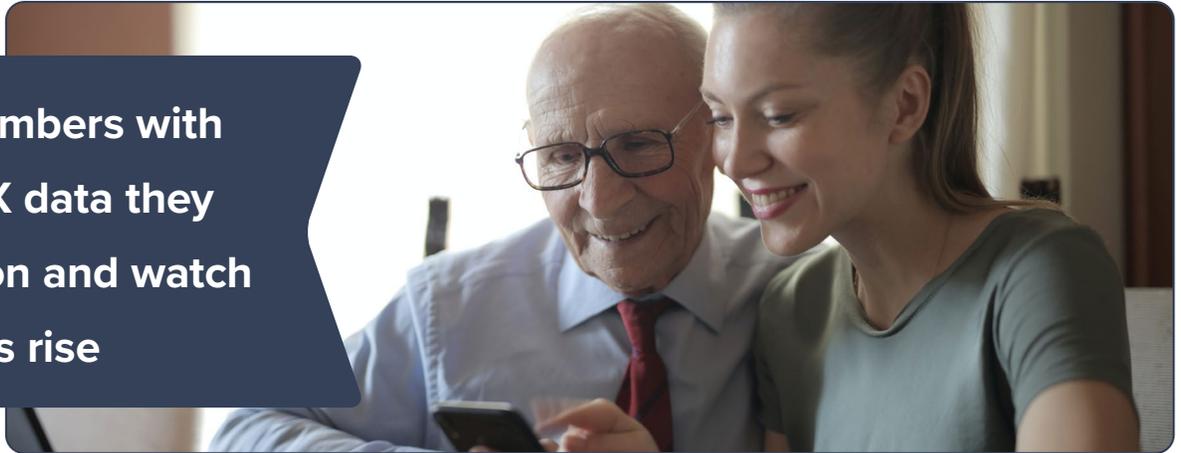


DatabaseRX

Improve Medication Adherence & Elevate Star Ratings

Remove one of the greatest barriers to taking medication as prescribed—**COST**. Go beyond generics and improve medication adherence with lower-cost therapeutic options. Money saved leads to greater medication adherence and a rise in star ratings can follow. It's a cycle health plans have the power to influence.

Engage members with the right RX data they can act upon and watch Star Ratings rise



DatabaseRX is our extensive repository of evidence-based therapeutic interchange options, and an analytics engine with proactive member messaging.



Medication Adherence is key to plan performance. **50% of star ratings** is tied to a health plan's support of members taking their prescriptions.

It's in the stars!

- 18 out of 46 star measures pertain to medication and adherence
- Diabetes, hypertension, cholesterol and statin use are triple-weighted measures
- Medication-related behavior influences 37.5 out of 75 star ratings points
- Star ratings improvement from 3 to 4 stars can increase revenue from approx. 13%-17%
- Plans with 5 stars can enroll all year long, not just during AEP
- Improving star ratings improves enrollment conversions

Benefits of DatabaseRX in supporting Star Ratings improvement:



Analytics Engine and Savings Opportunity Analysis

(based on de-identified claims and health plan data) provides:

- Potential savings
- Total cost
- Therapeutic class

Therapeutic Interchange Expertise



- Pharmacists on staff
- Practicing Physicians
- Product Managers
- Customer support
- Formulary compliance

Member Messaging



- Connect members to a lower-cost therapeutic option
- Encourage members to talk to prescriber about switching drugs
- Increase member-provider engagement
- Increase brand loyalty by helping members lower costs

Integration with your Programs



- One platform
- Multiple solutions
- Medication Therapy Management
- In-pharmacy messaging
- EHR integration
- Compatibility with our DrugCompare consumer self-service tool

Proactive member outreach with DatabaseRX delivers results

Using claims and plan data, health plans can proactively connect with members via voice, text, email, direct mail and call centers regarding their high-cost drugs and suggest they speak with their prescriber about lower-cost options. Members can discuss switching or decide to stay with their current prescription, opening up lines of communication so important for making informed decisions. Outreach is data driven, supported by a tool that all stakeholders can use to get drug information.

Our clinical team:

Carefully evaluates medical literature (clinical studies, drug information, national practice guide-lines and FDA guidance) and incorporates drug data, such as NDCs, to offer the most robust database of therapeutic interchange options.

DatabaseRX is updated every two weeks

to ensure the most current database of medications, with a focus on new drug approvals and relevant guidelines.

DatabaseRX Fast Facts

- Medicare data for ALL U.S. retail and mail-order pharmacies
- 50 million searches annually
- 42,000 active NDCs with therapeutic options
- Over 15 years of utilization in Medicare
- Medicare and Commercial